



WPTV

ORDER

Print Date 10/23/12

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Flight Dates **10/20/12-10/22/12**

Contract / Revision **315353 /**

Original Date / Revision
10/19/12 10/22/12

Advertiser **FDP - 3 Pack Abruzzo, Sach**

Agency **Davis Group (The)**

Buying Contact

**4201 Bee Caves Road - Suite C-101
Austin, TX 78746**

Product

General

Agency Com 15%

Billing Contact **Pam Newby**

**4201 Bee Caves Road - Suite C-101
Austin, TX 78746**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **1375**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority FX

Advertiser Ref

Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	17	\$19,103.75	\$22,475.00	0.00
Totals	17	\$19,103.75	\$22,475.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/22/12	17	\$19,103.75	\$22,475.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WPTV	10/22/12	10/22/12	M-F 6-7a M-F 6-7a	CM	6-7a	M-----	:30	1	\$1,200.00	FX	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	M-----			1		\$1,200.00		0.00				
N 2	WPTV	10/22/12	10/22/12	M-F 7-9a M-F 7-9a	CM	7-9a	M-----	:30	1	\$1,500.00	FX	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	M-----			1		\$1,500.00		0.00				
N 3	WPTV	10/22/12	10/22/12	M-F 9-10a M-F 9-10a	CM	9-10a	M-----	:30	1	\$650.00	FX	0.00	NM	1	\$650.00



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Contract / Revision **315353** Flight Dates **10/20/12-10/22/12**

Hiatus Dates

Original Date / Revision 10/19/12/ 10/22/12

Order Sep 00:20:00

Advertiser **FDP - 3 Pack Abruzzo, Saci** Product **General**

Estimate # **1375**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	WPTV	10/22/12	10/22/12	M-F 9-10a M-F 9-10a	CM	9-10a	M-----	:30	1	\$650.00	FX	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					1	\$650.00		0.00			
N 4	WPTV	10/22/12	10/22/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	M-----	:30	1	\$500.00	FX	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					1	\$500.00		0.00			
N 5	WPTV	10/22/12	10/22/12	M-F 6-630p M-F 6-630p	CM	6-630p	M-----	:30	1	\$1,800.00	FX	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					1	\$1,800.00		0.00			
N 6	WPTV	10/22/12	10/22/12	Monday Prime A The Voice	CM	8-9p	M-----	:30	1	\$4,000.00	FX	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					1	\$4,000.00		0.00			
N 7	WPTV	10/22/12	10/22/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	M-----	:30	1	\$1,400.00	FX	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					1	\$1,400.00		0.00			
N 8	WPTV	10/22/12	10/22/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	M-----	:30	1	\$575.00	FX	0.00	NM	1	\$575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					1	\$575.00		0.00			
N 9	WPTV	10/20/12	10/20/12	Sa 11-1130P Sa 11-1130p	CM	11-1130p	-----S-	:30	1	\$1,400.00	FX	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-					1	\$1,400.00		0.00			
N 10	WPTV	10/20/12	10/20/12	Sa 1130p-1a SNL	CM	1130p-1a	-----S-	:30	1	\$1,350.00	FX	0.00	NM	1	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-					1	\$1,350.00		0.00			
N 11	WPTV	10/20/12	10/20/12	Sa 7p News Sa 7p News	CM	7-730pm	-----S-	:30	1	\$850.00	FX	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-					1	\$850.00		0.00			
N 12	WPTV	10/21/12	10/21/12	Su 7-8a Su 7-8a	CM	7-8a	-----S	:30	1	\$500.00	FX	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					1	\$500.00		0.00			
N 13	WPTV	10/21/12	10/21/12	Su 6p Su 6p	CM	6-630p	-----S	:30	1	\$850.00	FX	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					1	\$850.00		0.00			
N 14	WPTV	10/21/12	10/21/12	NFL Game NFL Game	CM	4p-12a	-----S	:30	1	\$3,500.00	FX	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					1	\$3,500.00		0.00			
N 15	WPTV	10/22/12	10/22/12	NewsChannel 5 Special NewsChannel 5 Special	CM	7-8p	M-----	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					1	\$1,500.00		0.00			



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Order Sep 00:20:00

Advertiser **FDP - 3 Pack Abruzzo, Saci** Product **General**

Estimate # **1375**

														Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
N 15	WPTV	10/22/12	10/22/12	NewsChannel 5 Special	CM	7-8p	M- - - - -	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00	
				NewsChannel 5 Special												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	M- - - - -					1	\$1,500.00		0.00				
N 16	WPTV	10/22/12	10/22/12	M-F 4p-5p	CM	4-5p	M- - - - -	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00	
				M-F 4p-5p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	M- - - - -					1	\$600.00		0.00				
N 17	WPTV	10/22/12	10/22/12	M-F 2-3p	CM	2-3p	M- - - - -	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00	
				M-F 2-3p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	M- - - - -					1	\$300.00		0.00				
Totals														17	\$22,475.00	